Create & be heard.

How to make a

Video for Change
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How do you see the world? What do you want to change?

We know you want to make a difference, but it’s hard to know where to begin. Videos for Change is a way to get involved, get creative and be heard.

Videos can be an incredibly powerful way of reaching people to inform them about issues you care about. Through TV, social media and the internet, a video that connects with people emotionally will get shared and talked about.

This booklet has been designed to help you produce a short video (one minute) that can engage and inspire a wide group of people through the Videos for Change challenge.

The skills you will learn about communication, teamwork and leadership through taking part in Videos for Change will be valuable for making a difference in the world, and also for your life, study and work in the future. Communicating a message that people engage with is key to success in every area of life.

Let’s get started!
Who can enter?

Videos for Change is open to high school students in Years 7-12 across Australia. We will also be opening Videos for Change in the U.S. and Canada soon, and there are plans for other countries too!

What’s the big idea?

Videos for Change is about making a difference to an issue in society that you care about. Given the power of video to reach large audiences, this is one of the best ways you can really create positive change in the world.

But I haven’t been to film school...

You don’t have to be professional filmmakers or have fancy equipment to make videos that can change people’s hearts and minds. We’ve all seen videos that have changed the way we see something in our world. Sometimes it’s because it helps you understand something that you never knew about or because it made you feel something that was unforgettable. It’s all about the quality of your message, not the quality of your camera. You just need to clearly communicate your message, using an original idea in an engaging way.

Videos for Change gives you the chance to reach a much bigger audience. If you are a finalist, your video will get huge exposure through the People’s Choice Award and may even be screened on national TV! Even if you are not a finalist, your video still has the power to create positive change in your school, community and even the world. We want to capture the collective power of all of the people involved in this year’s challenge and celebrate your efforts by sharing every entry on our Videos for Change website. It’s going to be an amazing way to show the world what matters to young people and how you can lead the way to positive change.

There are some important things to consider so that you can make a high-impact video for change. This guide has heaps of useful tools and tips to help you achieve your best. We’ve also put in some really useful links to resources such as copyright-free materials and tech advice that will make sure your video is good to go!
1. Choosing your crew

We’ve put together some notes on the types of roles and responsibilities your team will need to tackle. Your team can have anywhere from 1 person to 6 people in it, so depending on the numbers, you may have to multi-task and take on more than one role!

<table>
<thead>
<tr>
<th>Role</th>
<th>Is responsible for...</th>
<th>Personal qualities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Guiding the crew to make sure that the overall idea is communicated well. The director is creative about using the actors, music/sound, camera techniques and location to bring the story to life.</td>
<td>Creative, encouraging, good at communicating, able to see both the “big picture” and also the little details.</td>
</tr>
<tr>
<td>Producer</td>
<td>Making sure that everyone fulfils their responsibilities, follows the guidelines and gets things done on schedule. This person may also assist the sound and camera person to borrow equipment/props/organise locations/permissions. <strong>Responsible for gathering all the forms and the final video to upload to the website.</strong></td>
<td>Reliable, good organisation and time management skills.</td>
</tr>
<tr>
<td>Writer</td>
<td>Writing the script and working with the team to produce the storyboard. Able to communicate the key message simply, as well as incorporate what the team wants the audience to think, feel and do.</td>
<td>Good at communicating, and working with the team to refine the story.</td>
</tr>
<tr>
<td>Sound recordist</td>
<td>Making sure that the best audio recording is captured during filming. This could be through an external microphone, or by recording the audio separately on a phone to sync with the video later. This person is aware of external noises during shooting that may affect the quality of the final product. This person may also be responsible for finding a soundtrack that maximises the emotion and key message of the video.</td>
<td>Interested in sound/music, good attention to detail and listening skills.</td>
</tr>
<tr>
<td>Camera person/Animator</td>
<td>Operates the camera and films the video. This person may ask friends/ the school to see if they can borrow school cameras/tripods to film. They will also need to be aware of how the choice of lighting affects the quality and mood of the clip. If you are not doing a live action recording, this role and the next would be replaced by an animator. Depending on the type of animation, they may use specific software to create the characters and build the story.</td>
<td>Some familiarity with a camera or phone camera is ideal, however a willingness to learn is most important, as well as a sense of composition and lighting (see tips). If your video is animated, ideally the animator has experience using any specific software required, if applicable.</td>
</tr>
<tr>
<td>Editor</td>
<td>Compiling the final edited version of the clip through a video editing program. Prior experience using editing software would be a bonus. They need to gather the video footage and audio before working with the director (and team) to bring the story together.</td>
<td>Some familiarity with video editing is ideal, however a willingness to learn is most important. Ability to work well with the director and take on feedback from the team.</td>
</tr>
</tbody>
</table>
2. I’ve got my team together and a great idea, what now?

Typical Roles for a Film Crew

Director

Has your team agreed on a social issue/key message/story? Has everyone had the chance to contribute?

Does your idea fulfil the RESOLVE framework? Is it relatable, emotive, simple, original, lasting, visual and empowering? See Quick Tips, Tricks & Hacks for more details at www.videosforchange.org.

Keep it G-rated. While it can be tempting to make a video that is really disturbing or shocking to make an impact, bear in mind the reaction of your audience, particularly how someone might feel if they have first-hand experience with your social issue.

Do your research! If you are using facts or statistics in your video, you might want to note the source of these so that people know that what you’re saying is true and can follow-up.

Your job is to work with all of the members of your team during the planning, filming and editing of your video to make sure that you have an engaging story with a clear key message.

Producer

Have you planned out how long it will take to produce each part of your video and scheduled it to meet the deadlines? Creating a video can be a time-consuming process once you plan, script, storyboard, shoot new footage, make graphics, find audio and edit. Make sure you make enough time!

One of the most important jobs as a Producer is to make sure you keep track of all the details and forms that your team will need to complete in order to successfully submit your entry. Go to www.videosforchange.org to download all the forms you need and have copies handy when you do your shoot, as it’s much easier to get it done then than to have to chase up people later. This is particularly important for the Talent Release forms you need to be completed by anyone that features in your video, so be sure to print multiple copies!

Copyright: if you are making a video that you are going to share with people, all content in the video should be your own, or have the correct clearance rights for you to use it. We know that this can be a bit confusing, so please check out our recommended copyright-free sites for some great music and images to use in your video in our Quick Tips, Tricks and Hacks download, which can be found at: www.videosforchange.org.
**Permissions**: make sure that anyone appearing in your video understands how you are planning to use/share the video and gives their permission for you to do so by completing a **Talent Release Form**. You will also need to make sure that you get permission from the owner/manager of any location that you film in and ask them to sign the **Location Release Form**. Finally, make sure that everyone in your team has filled out their **Student Entry Forms** so that you are ready to submit your entry. All forms can be downloaded from [www.videosforchange.org](http://www.videosforchange.org).

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**As the Producer, keep all your completed permission forms in a safe place, so that when you upload your entry, you have everything you need.**

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**Writer**

Have you reviewed the script with your team to see if you are all happy with it and that it makes the audience think, feel and do what you intended? Have you read the script aloud and timed it to make sure it is less than one minutes?

Have you worked with the team (especially the Director and Camera Person) to draft a storyboard to plan what shots you need to get to effectively tell your story?

It is important that you make sure your actors have the script with plenty of time to rehearse before the shoot so that you maximise your time and the quality of your story.

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**Camera person**

You don’t need fancy equipment to film a high-impact video for change. You can capture really high-resolution footage on your smartphone or tablet. To create cinematic shots, flip your device to the side to film in widescreen view.

If you don’t have a tripod, get creative with what you have around you to help stabilise the shot. When filming hand-held shots, use your body to stop the shakes! Check out the video on [Maximum Impact with Minimum Resources](http://www.videosforchange.org) to see what we mean!

Set the tone of your video by using lighting creatively. Make the most of natural lighting and carefully choose the time of day that you are filming to help set the mood. Avoid harsh shadows and unflattering reflections by using the sun to light your subject.

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**Sound person**

Choose your location wisely, control background distractions, and make sure that you’ve tested the audio before you start filming. If you are shooting outside, wind protection is vital. Try to get the microphone as close to the subject as possible or even consider using a separate device to capture the audio. Your school may even have an external microphone that you can borrow, which can really help in maximising the sound quality.
Finding the right sound effects, music and backing tracks can really help to set the mood and amplify the emotion. Your job is to work with the editor and director to discuss what kind of soundtrack is needed, and then create or find one. Remember to check out our recommended copyright-free sites in our Quick Tips, Tricks and Hacks at www.videosforchange.org.
Editor

Editing allows you to refine your video and make sure your message is as clear and powerful as possible. Most computers come with built-in editing software such as Windows Movie Maker or Apple iMovie.

Make sure that your editing style suits your content. It’s tempting to add fancy transitions and bright colours but check that they are well suited to the message that you are communicating. A fancy transition in the middle of a serious video about homelessness could be very off-putting!

Don’t leave too much empty time without video and/or vision or your video might seem too slow.

Using text or graphics

- If you haven’t created the image yourself from scratch, make sure you have permission from the original creator. This includes modifying images or logos that were created by someone else. Remember to check out our recommended copyright-free sites in our Quick Tips, Tricks and Hacks for loads of useful resources.

- Don’t have too many words on screen at a time. Your statements should be short and to the point.

- Make sure you leave text up for long enough for the audience to read it.

- Check your spelling and punctuation!

- Keep your graphics or text away from the very edges of your screen. Some displays crop the borders of the image.
3. Do I really need to make a storyboard?

Storyboarding is a very important step when planning your video and helps you to be efficient with everyone’s time when shooting. It helps make sure that you have a clear key message and understanding of all the elements you will need to capture and collect to bring your story to life. Filming without knowing what you want your end product to look like can be time-consuming and frustrating for others, as it makes it difficult to communicate your intended message.

We have provided a storyboard template for you to download on the Videos for Change website: www.videosforchange.org

Here’s an example of how you fill it out:

<table>
<thead>
<tr>
<th>Images/Video/Graphic/Text</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Sketch" /></td>
<td>Establishing shot - Jim and Darren outside Darren’s house, talking - zoom in as they speak</td>
</tr>
<tr>
<td></td>
<td>Caption - Darren’s house</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audio (Speech/Voiceover/Music)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dialogue- Jim: How are you going today, Darren? Darren: I’m not feeling very well. Music- Piano softly playing minor chords to enhance drama</td>
</tr>
</tbody>
</table>

**Timing:** 10 seconds

**Image/Video/Graphic/Text**

This is where you draw a rough sketch of what will appear on the screen at this point during the film (e.g. shots of characters acting something out, a video of a talking head, photos, a graph). Don’t worry, you don’t have to be an artist, stick figures are fine, as long as you can get the message across!

**Description**

Here, you describe what is happening in the shot including what your characters are doing and anything important about the background or setting. You can describe how close the camera is to the characters (close-up, mid shot, establishing shot) as well as any moves you want the camera to make (zoom in, zoom out, pan left etc.)
Audio (Speech/Voiceover/Music)

Write down the sound that will go over the images/video/graphic (e.g. a person being interviewed, a narrator explaining what the photos or graph shows, music tracks, sound effects).

Timing

Here, you need to estimate how long this image/video/graphic/scene will be on the screen.

…and it all has to be G-rated!

Remember, your video should be something that would be suitable for children to watch without supervision. For more detailed guidelines, check out our G Classification Guide on the Videos for Change site.
Some FAQs

Who can enter?

Australian residents in Years 7-12 can enter Videos for Change 2019. For full details check out the Terms and Conditions on our site.

What are the prize categories?

Four Grand Prizes:

1. Best Junior High Video – for students in Years 7-9
2. Best Senior High Video – for students in Years 10-12
3. People’s Choice Award – the best finalist video based on public votes on videosforchange.org and social media engagement from the finalists above.
4. Founder’s Award: Best Video Representing the Voice of Indigenous Youth, selected by the High Resolves founders from all eligible entries.

Each of the category winners (teams) will also have the chance to win the bonus prize and be featured on Network TEN’s The Project to help them maximise the reach of their video and supercharge the impact.

How many people can I have in my team?

Teams can be made up of 1 to 6 people. For all categories except the Founders Award, team members must be in the same age bracket, e.g. a student from Year 7 cannot be in the same team as a student from Year 12. However, for the Founders Award, it can be mixed, as long as one or more of the key members of the team are Indigenous.

How do we submit our video?

Videos and all the entry details must be submitted via the Videos for Change website: www.videosforchange.org

Large videos will take longer to upload, so allow time for this. If possible, please keep your video less than 100MB, but if it is taking too long, you may want to consider reducing the size of your video–but please keep your original files and a high-res version just in case you are a finalist!

Can we just submit the video we made for last year’s challenge?

No, unfortunately, all videos submitted for this year’s challenge need to have been made during 2019.
When do we need to submit our video?

**Final videos** need to be uploaded to the Videos for Change website by **Friday 13 September 2019 23:59 AEST**. But you can enter earlier and avoid the last minute stress!

What format does the video need to be submitted in?

All video entries submitted should be in one of the following standard file formats: AVI, FLV, MOV, MP4 or WMV.

Do we have to create a script and/or storyboard for our video?

We highly advise you to produce a script and storyboard for your video as part of the process of creation. The best videos are usually based on a clear script and storyboard. To create a script and storyboard, please see the guidelines earlier in this booklet.

Who needs to fill in a talent release form?

Everyone who appears in your video or creates music for you needs to fill in a Talent Release form (available from [videosforchange.org](http://videosforchange.org)). These then be scanned or photographed with your phone to be uploaded when you submit your video online via our website.

When will we find out who wins?

Winners will be announced in November. Sign up for updates on the website and follow us on Instagram or Facebook to be the first to find out the exact dates.

Anything else?

If you have any other questions, please visit [www.videosforchange.org](http://www.videosforchange.org) or contact us at vfc@highresolves.org
## Checklist

<table>
<thead>
<tr>
<th>Task</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>You have put all of the key dates in your calendar.</td>
<td></td>
</tr>
<tr>
<td>You are clear on the different roles and responsibilities each of you will play in your team.</td>
<td></td>
</tr>
<tr>
<td>Each member of your group has signed and completed the Videos for Change Student Entry form.</td>
<td></td>
</tr>
<tr>
<td>EVERY PERSON appearing in your video (no matter how small a part or brief an appearance) has signed a Talent Release Form.</td>
<td></td>
</tr>
<tr>
<td>You have signed Location Release forms from the relevant owner/managers for filming on their property.</td>
<td></td>
</tr>
<tr>
<td>You have read and understood the Terms and Conditions, Student Guide and Quick Tips, Tricks and Hacks.</td>
<td></td>
</tr>
<tr>
<td>You have made sure that there are no branded products or branding shown in your video e.g. a Coke bottle.</td>
<td></td>
</tr>
<tr>
<td>You have made sure that any music, soundtracks or images used in the video are free from copyright restrictions.</td>
<td></td>
</tr>
<tr>
<td>Your video is in one of the following file formats: AVI, FLV, MOV, MP4 or WMV and is less than 100MB.</td>
<td></td>
</tr>
</tbody>
</table>
This could be your team!